

A FEW HARD JOLTS

People Who Patronize Mail Order Firms Have Heard Only One Side of the Story, Says a Business Man.

The business men at Independence, Kan., held a warm session last Thursday evening. The meeting was called to discuss the evils of the mail order house and to suggest ways and means for getting the people to trade at home. After lambasting the farmers who send away for their supplies and after denouncing in strong terms the housewives of Independence who patronize grocery peddlers and send to Kansas City firms for dress patterns, one man who had not taken part in the discussion arose and came within two inches of starting a rough house. He made a speech which will long be remembered by "those who were present."

He said: "It is a fact, gentlemen, that thousands of dollars are sent each year from Independence to mail order houses for goods, but the local dealers are to blame for it. The mail order houses spend more money in advertising each year to get the trade of this country than the home dealers spend. It is no wonder that they get the business. Then, again, we business men raise an awful howl because other people send away for goods, when we are just as guilty as they are. The hardware dealer sends out of town for his groceries; the grocer sends out of town for his furniture and carpets; half the firms send away for more or less of their printing, yet they expect the home papers to stand up for the town. We send out of town for factories for candles, when the home factories manufacture as good grades and sell to us for less money. Every grocer in this room carries a big stock of foreign made cigars, and most of them grumble and complain when our local cigar makers come around and try to get them to push home made goods. They never try to sell home cigars and they hand them out only as smokers ask for them. Our home broom works could be employing twice as many men if the dealers would handle only our home made brooms. We have good clothing stores and good tailor shops in Independence, but perhaps half the men present at this meeting are wearing suits which came from Chicago firms sending agents over the country to get the orders."

"The truth of the matter is, gentlemen, we have no kick coming on the people who send their money to mail order houses. We preach one thing and practice another. If we took as much pains with our advertising matter as the mail order houses take with theirs, we spent as much money in advertising as the mail order houses spend in this country; if we were honest with our customers and did our own buying at home, just as we ask them to do; if we went at it in the right way and showed the people that our goods were right and that our prices were right; if we convinced the people that it is to their financial interest to trade with us by showing them our bargains and explaining in detail our methods of doing business just as the mail order houses do—if we did all these things and got the confidence of the people just as the mail order houses get it, we might keep the money at home and I might say, in fact, that we would keep it at home."

"There are two sides to this question," continued the speaker, "and to win in the fight we've got to look the proposition square in the face. It's a fact, and you all know it, that half the people that trade with the home dealers are afraid every time they buy anything they are going to get skinned. They think the hardware dealer sticks the price up on them just because he can; they

think the furniture man charges them a price and a half just because they are not posted and maybe sells to somebody else for a good deal less money; they'd swear up and down that the grocer gives them short weight on sugar and coffee and charges them the highest price for the lowest grade of canned goods and nobody could convince them that the butcher doesn't weigh his hand every time he sells a dime's worth of steak."

"These are facts, gentlemen, and its no use for us to dispute them."

"The mail order firms know that these doubts exist in the minds of the people and they use them against the home dealers. They go into detail about every little thing they have to sell. They claim to have bargains and then they fill page after page to prove it. They say if the goods are not just as they represent them to be they will refund all money paid. They put up a strong talk and make it win. They pull the cash business right out from under our very noses while we sit on our counters and howl. The farmer is not to blame for patronizing the mail order house and the Independence housewife is not to blame for patronizing the grocery peddler. The farmer and the housewife have heard only one side of the story, and if we merchants right here in the field with everything in our favor are slow enough to let outsiders step in and get the business, we simply have no kick coming. Heretofore, we have taken too much for granted. But we don't own the farmer and he is not bound to trade with us just because he happens to live in this community. The catalogue houses have a perfect right to send their advertising matter through the mail and the farmer has a perfect right to receive it. He owns his own money and he has a right to spend it where he pleases. If he sends it to the mail order house, he does so not because he is sure of anybody, but because the mail order people convince him that they make the lowest prices. Sentiment is all right at a Fourth of July picnic, but business is business and the farmer hunts for the best market just as we merchants do when we deal with the wholesalers. What we've got to do is revolutionize our business methods. We've got to carry goods the people want, we've got to advertise and get the people to come to our stores, and we've got to pay decent wages to competent clerks who who will show goods and extend courteous treatment and send the customers home satisfied in their own minds. There wouldn't be much chance of loss if they happened to go out and leave their pocketbooks lying on the counters. I thank you, gentlemen, for your kind attention."

The Chieftain gives space to the above remarks just to show how things go in Kansas. It is not supposed for a moment that a talk of that kind would hit anybody in Vinia.

Now Out Of Jail.

It pays to advertise. That's what the school boy said, and that's what others say, and if you don't believe it yourself, just read this little story of what a small ad did for an advertiser last week. A few days ago John L. Siber was a prisoner in the Kay county, Oklahoma, jail at Newkirk. He was committed on a charge of turning out a switch light in a railway yard. He had been in jail about a year. In an old newspaper which had been given him to read he saw in big, black, type these words: "It pays to advertise." When he went to sleep that night

he dreamed about it—"It pays to advertise." When he awoke the next morning, the words were burning in his brain—"It pays to advertise." Then he sat down and wrote the following advertisement, which he sent to the Daily Oklahoman at Oklahoma City: "Wanted: A young man in jail wants out. Address, John L. Siber, Kay county jail, Newkirk, Okla." The ad was printed in the Oklahoman the next day. Thousands read it. Many were interested. Kind hearted people investigated. Siber had been a model prisoner. A lawyer was engaged. The county attorney of Kay county said he had no objections to a parole or pardon being granted. Every county officer in Kay county signed an appeal to the governor. Legislators at Guthrie took a hand in the case, a committee from the house and senate appearing before the chief executive. And Governor Haskell granted to John L. Siber an unqualified pardon. It pays to advertise.

Money In Broom Corn.

"Considerable interest is being manifested lately in the growing of broom corn," Mr. Armstrong of the Southwestern Broom Works said yesterday to the Chieftain, "and it would be a good thing if the farmers of this country would do a little experimenting with this crop."

"Raising broom corn," continued Mr. Armstrong, "is not unlike raising other crops, except that it may be planted later, as it will mature in seventy days. The one thing necessary is to have the ground well pulverized and the weeds all killed before planting. This gives the crop a good chance to come on for the first working ahead of the weeds, thereby saving much time in cultivating."

"The next thing of importance is the selection of seeds, both in variety and quality, as many failures have been due to planting bad mixtures of sorghum and other crops and producing a very inferior brush. Tennessee Evergreen, California Golden and Oklahoma Dwarf have met with a favor in this state and already there has been much time and expense devoted to experimenting. It would not be advisable to try other varieties."

"In planting, seed should be drilled in rows about three feet apart, and in this soil, will stand about sixty stalks to the rod to get the desired results. Unless it is planted very close it will grow too heavy and the brush will be long, coarse and worthless. It will take about fifteen pounds of seed to the acre and with the ordinary care of a corn crop should produce from 800 to 1,000 pounds to the acre."

"The proper time to harvest is while the bloom is on, at which stage the fiber is at its best, and if available it should not be exposed to heavy dews or rains after cutting. Seed is of little value, and, if allowed to mature on the stock, it greatly depreciates the value of the crop. Therefore, it should be removed as soon as the brush has been taken to the sheds, which is usually the same day it is cut."

"After removing the seed, place the brush on slats or poles under cover, where it is allowed to remain until cured, after which place it in piles to straighten the fiber, when it is then ready for the bailer."

"I would not have farmers make the mistake of planting more than they can handle easily," concluded Mr. Armstrong. "Five or six acres will do for a starter, and then by their own experience they can figure out the time required to handle it on a larger scale."

Mr. Armstrong thinks that broom corn can be made to pay in this part of the country, as our soil is right, and climatic conditions are not against the crop. It might be well for farmers who are interested to drop in and see Mr. Armstrong when

they come to town. He told the Chieftain he would be in the market for all that is produced here and in the meantime would be glad to give all the pointers he could concerning its planting and cultivation.

Doing Hard Work.

The Oklahoma state senate has much wisdom, but it reminds us somewhat of the college professor and the students in chemistry—a story which we haven't time to tell right now. The senate took up the much-discussed hotel bill the other day and decided that it should become a law. The bill is a good one—in a way. It provides that hotel beds shall wear sheets 9 feet long, but it doesn't provide that the said hotels shall observe a weekly wash day. It puts up a bar against cracked dishes, but it says nothing about cracked rice. It says upstairs hotels must have fire escapes, but it affords no protection to the lonesome traveling man against the wiles of the blue-eyed waitress. The bill is a good one in many ways, but also it is lacking in many ways. It doesn't provide even for a sharp knife to be used in cutting choice sirloin steak which has been amputated from the neck of the bovine.

After deciding what to do with the hotel bill the senate took up for consideration the anti-cigarette smoking bill, and again it reminded us of a story we are not going to tell. This bill provides that cigarette smoking not be allowed. One senator offered an amendment to the effect that any man caught chewing tobacco or smoking a cigar be put in the penitentiary for ten years and that all of his property be confiscated and turned over to the Salvation Army. A second senator introduced an amendment providing if any lady should smoke a cigarette she at once should be declared a bad lady and that a special session of the legislature be called to throw her out of the Darkin soap club. A third senator proposed an amendment to the first amendment to the effect that it be no crime to chew tobacco provided the chewer does his spitting on the ceiling instead of the floor. A fourth senator introduced an amendment providing that should the anti-cigarette bill become a law it would be a misdemeanor for a chicken hawk to catch a cotton tail without giving previous notice to the aforesaid rabbit, providing however that in case the chicken hawk could prove that the cottontail was smoking a cigarette at the time of his capture he be declared that no crime had been committed. A fifth senator introduced an amendment as follows: "Provided that if a shall be a felony punishable by life imprisonment or death, by hanging to kiss your wife or sweetheart or any other man's wife or sweetheart between sundown Saturday night and sunrise Sunday morning without first securing the written consent of at least three fourths of the members of the Oklahoma state legislature, and that the same penalty should apply to anyone who does not attend church at least three times a day on Sunday or who fails for any reason to invite his mother-in-law to visit him at least four times a year. Provided, further, that this amendment has nothing to do with the anti-cigarette bill, except that there is a blank space on the bottom of the last page of the document and that this clause could be tacked on without any trouble or expense and that it might as well be made a part of the law." A sixth senator then introduced a substitute to the effect that the anti-cigarette bill with all its amendments be placed in a gunny sack with a fifty-pound rock and that the same be dumped in the Cottonwood river. And then the senate, having done a bare afternoon's work, wisely adjourned and went to supper.

Trouble is like a potato patch. It will die out if neglected.

HOBODY A FACTOR

Takes a Firm Stand On Every Question and Is Always Ready to Furnish Reasonable Argument.

The Guthrie Leader says: E. J. Hobdy, representative from Craig county, is one of the young men of the house, being only 34 years of age. He is a native of Kentucky, and came to the Indian Territory side of the state just three years prior to the time of taking his seat as a member of her first legislature. He has been a factor in everything done since the first, as he thinks for himself, takes a firm stand for or against every bill that comes before the house, is generally able to take care of himself in any company, and always ready to furnish a reasonable argument in defense of his position. His most effective effort, so far, was the speech in support of the bill to

prohibit bucket-shops; but his most brilliant speech, doubtless, was his denunciation of the "booze bill." He is a staunch advocate of education, and his first bill was for a uniform text-book system. He is also the firm friend of organized labor and has been a hearty supporter of every measure calculated to protect same. He is particularly interested in procuring the passage of House Bill No. 419, introduced by him for the purpose of allowing farmers to pool their products in order to procure a fair price therefor. Craig county can be congratulated upon having a representative so courageous that he has never changed his vote; so diligent he has never been absent or tardy.

Real Injun Show.

Two wild west shows struck Springfield on the same day last week, and, as each show had a large aggregation of real Cherokee Indians, the managers thought it would be a fine thing to get the two bands of redmen together and have a big pow-wow. It proved a big advertising scheme, and the Indians, long away from their old familiar hunting grounds, recognized each other at first sight. A sample of conversation that followed might be given somewhat as follows: "Hello, Bill; where you been this long time?" "Who, me? Why, I worked in a saw mill last winter up in Wisconsin. Broke out about four weeks ago with this carnival concern. Didn't the Indian stunt's a heap easier than heavin' sawlogs." The "Indians" all spoke in their native tongue—English; that is, they did when none of the spectators were near enough to hear. The crowd greatly enjoyed the pow-wow, and were so very glad of an opportunity to see real "Indians." A reporter asked one of the "Cherokees" what he thought about the restriction bill, and the redskin replied that he had never heard of it. He said that if it was something that had to be paid the bill ought to be taken to the managers. Upon being asked what he thought of the nation of the Indian Territory he said he had been there and didn't know it was a failure. Said he'd lived up north all his life, and as he hadn't been with the show but a little while he hadn't got posted yet. He thought maybe the show would hit the Indian territory some time this summer, and if it did he was going to buy some red Indian paint and a blanket with fringe on it and then maybe the manager would appoint him to be a chief and he could draw more money.

And all Springfield went home thoroughly satisfied that they had seen the real thing—even when there wasn't a Cherokee Indian in a hundred miles of the Queen City of the Ozarks.

Oil Fire.

The Texas Oil Company's pumping station and a string of tanks of oil on the company's property and the Franchot lease adjoining, in the Glenn pool, were destroyed by fire Sunday, causing a loss of \$35,000. The tanks caught fire from burning trash and the flames soon spread to the pumping station. This is the third big fire that has occurred in the Glenn pool within the past six weeks.

Thomas Ering gave a one man performance to a select audience at Virginia, Minn., those present being four ladies. He tied a stick of dynamite to his neck and then touched off the fuse. The result was just what might have been expected, but still the ladies say they didn't enjoy the show.

Pumped His Pump Gun.

The postmaster at Tullahasse, near Muskogee, is named W. R. Redus, and if we had a stock of hero medals on hand we'd send him a half bushel. Cracksmen tried to rob his safe the other night. When the dynamite exploded he awoke and grabbed his pump gun. When he neared the postoffice the robber on guard told him to hike. In reply he plugged away with the pump gun. A second robber then showed up. The two robbers then fired on the postmaster, but the postmaster stood his ground and kept on pumping away with his pump gun. Then it was the robbers who did the hiking. The safe was open and several hundred dollars were in easy reach—that is, the money would have been in easy reach had the postmaster not been on the ground. The postmaster sat up and guarded his money till daylight. It's a pity that Redus can't be cashier of all the country banks in Oklahoma.

No Fraud Found.

Justice Gould of Washington, D. C., of the District supreme court has decided that Senator Owen of Oklahoma, former Senator Butler of South Carolina, and Wm. O. Cox, of Kansas City, are entitled to a fee of \$75,000, payable out of which from the United States treasury had been withdrawn on the complaint of the law firm of Shulley & Martin of Washington a charge on bond in a \$8,000,000 claim of the Cherokee Indians against the government. Justice Gould held that no fraud had been shown.

Carter's Scheme.

Congressman C. D. Carter, who is part Indian, has suggested that Indians be enlisted and encouraged to join the regular army. He says: "The Indian's love of war and conquest is inherent. I believe that if his plan was carried out some of the greatest military geniuses ever produced would be the result."

As Jesus Would.

The World, published at Bromide, Okla., will be edited for one month by a preacher "Just as Jesus would run it." The real editor will keep his hands off. Bromide is a health resort and it seems to the Chieftain that that preacher is taking a mighty long shot just to get a little publicity.

Feared Mob.

Sheriff Hiram Stephens of Rogers County brought in M. A. Carsons from Claremore Saturday charged with raping an 8 year old girl. The Sheriff said there was talk of mobbing the man and he thought it best to bring him to Vinia.

The farmers of Ottawa county, in the neighborhood of Miami, are talking of organizing a creamery association.